

JOB DESCRIPTION

ADVANCEMENT DIRECTOR

OBJECTIVES OF THE POSITION: The Advancement Director is responsible to identify, cultivate and solicit donations that support the mission of Life's Choices and promote the services of Life's Choices to potential clients.

REPORTS TO: Executive Director

SUPERVISES: Administrative volunteers and staff

QUALIFICATIONS:

1. Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior and is in consistent fellowship with a local church.
2. Exhibit strong commitment and dedication to life affirmation.
3. Agree with and willing to uphold the Statement of Faith, Statement of Principle, and policies of the center.
4. Have a Bachelor's degree preferably in a related field, or related equivalent experience.
5. Have two years of experience as a volunteer or employee in ministry.
6. Have two years of experience in marketing, fund-raising and public relations/development.
7. Exhibit interpersonal communication skills, public speaking, writing and effective media relations.
8. Be able to carry out responsibilities with little or no supervision.

MAJOR RESPONSIBILITIES:

Donor Recruitment and Fundraising:

1. In conjunction with the Executive Director, plan promotional strategies essential for overall fundraising plan
2. Secure financial support from individuals, businesses, churches, etc.
3. Oversee planning and execution of major fundraising events, including annual banquet
4. Develop and execute direct mail fundraising campaigns
5. Develop and maintain new and ongoing relationships with specified donor groups through visitation, phone, email, letters, etc.
6. Continually research latest development strategies, techniques, trends, etc., based on reputable resources (CareNet and others)
7. Continually seek to improve donor retention and acquisition rates, be knowledgeable of such rates
8. Provide monthly reports to Executive Director, or as directed

Client/Donor Marketing and Communications:

1. Develop a social media and digital marketing strategy that expands growth and followers.
2. Develop, update and maintain websites
3. Maintain and update effective print advertising to promote the services of Life's Choices to potential clients

Recordkeeping/Administration:

1. Accept gifts from donors and ensure that receipts and thank you letters are sent promptly
2. Ensure that current donor data is maintained in eKyros donor database
3. Oversee and prepare donor reports for use in Board meetings, budget planning, etc.

General:

1. Assist with daily duties of Life's Choices – answer phones, schedule appointments, etc.
2. Represent Life's Choices through one-on-one meetings and various presentations (public speaking)
3. Perform other needed and related duties as assigned

THE DIRECTOR OF MARKETING AND DEVELOPMENT SHALL RECEIVE A YEARLY WRITTEN AND ORAL EVALUATION BY THE EXECUTIVE DIRECTOR

THIS IS A SALARIED, PART TIME POSITION